

The following stimuli were prepared for Study 1 (semi-structured interviews). Stimuli were presented to interviewees at the researcher's discretion, optimizing for a variety of chart types, sources, and visual styles. Each participant saw a combination of topic-obscured and non-obscured visualizations, but never the same stimulus in both forms. Stimuli marked as S# were only used in Study 1, while Stimuli referenced by B#-# were also used in Study2.

REFERENCE NUMBER	STIMULUS
(topic-obscured visualizations)	
S1	<p>This is where the title is Description of the investigation Month Year, Units</p> <p>Source: This is the source</p>
S2	<p>Here is the Title</p> <p>Independent Variable (Units)</p>

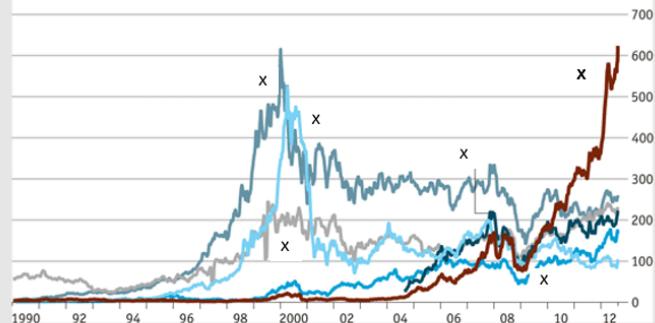
S3

source:

The Economist
via MassVis Dataset

Title Here

Visual Description, info



Description of variables and visual

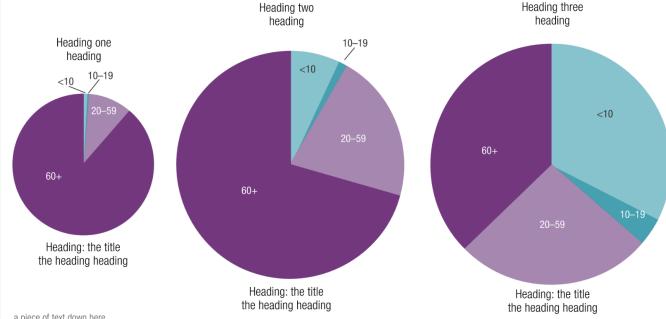
Sources: Here are the sources

B6-A

source:

World Health Organization
via MassVis Dataset

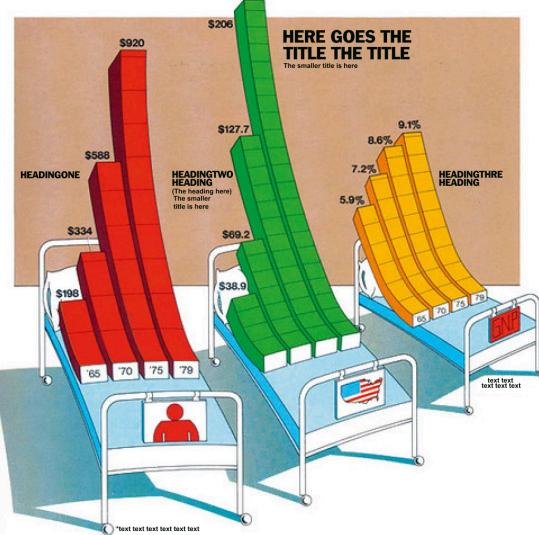
Title title Here goes the title of this graph the title the title the title the title, title



B2-D

source:

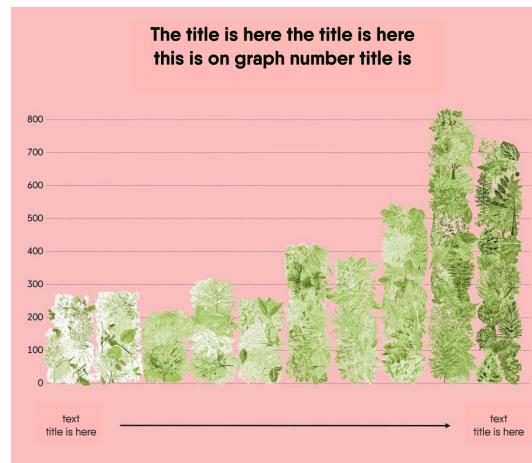
Nigel Holmes, Time Magazine



B0-D

source:

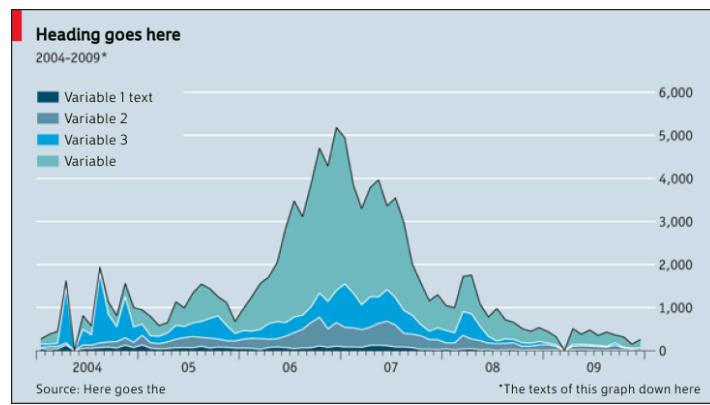
Mona Chalabi



B2-A

source:

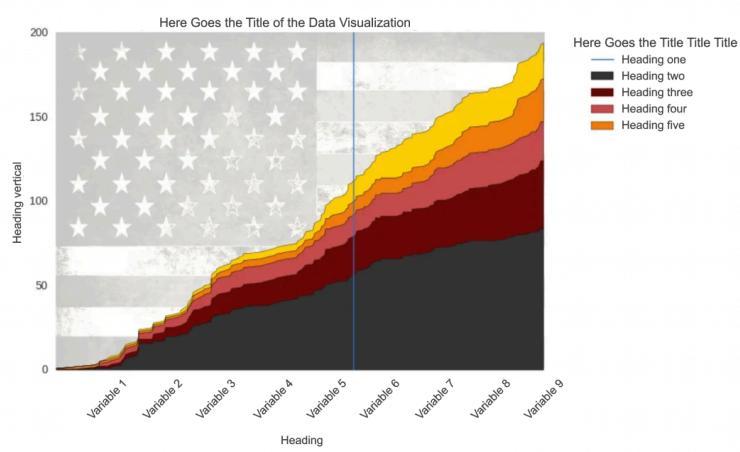
The Economist
via MassVis Dataset



B1-C

source:

@TehDing user
r/dataisbeautiful

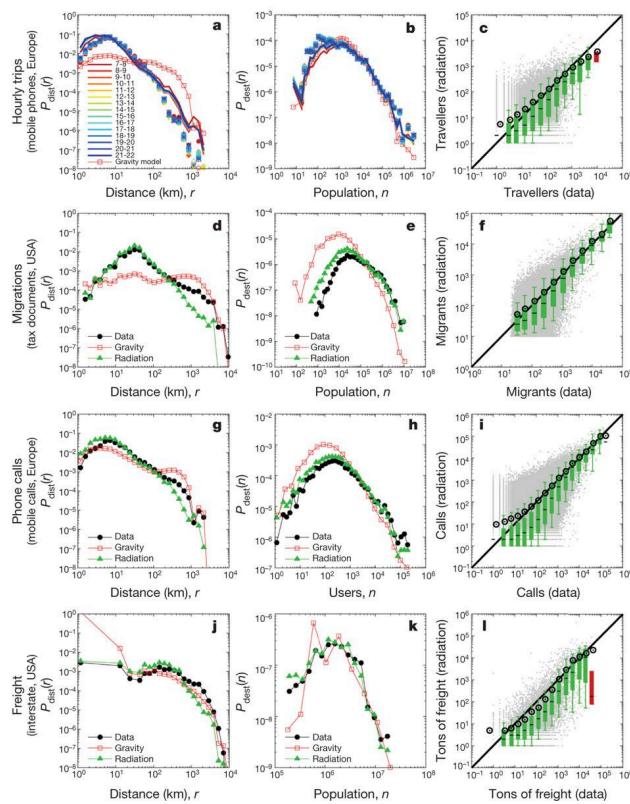


(unobscured visualizations)

S4

source:

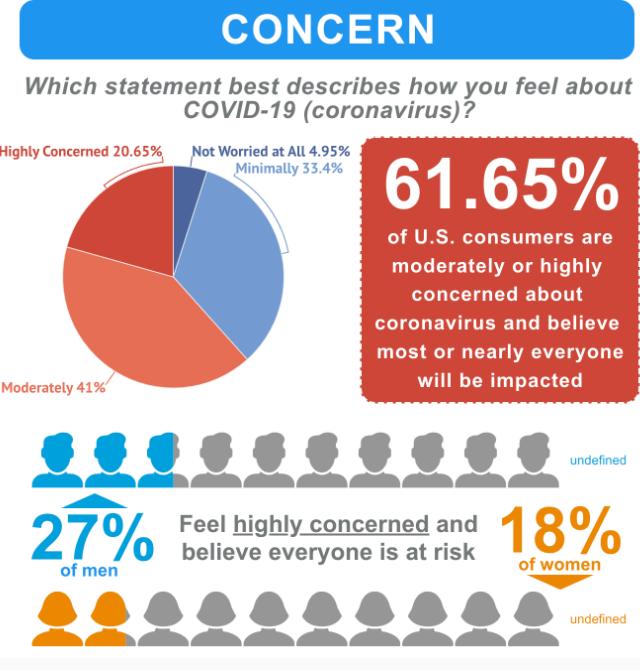
Nature (academic journal),
via MassVis Dataset



S5

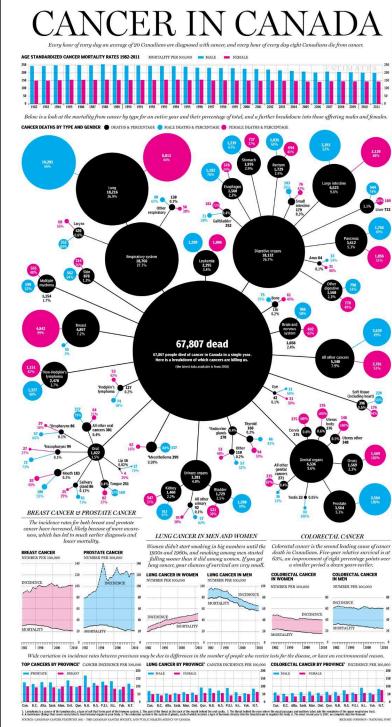
source:

National Research Corporation
Health (NRC Health)



source:

The National Post



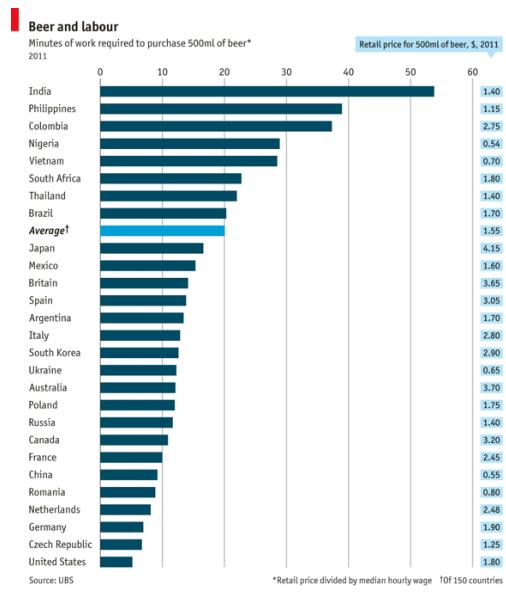
S10

source:
staff.com



B6-B (unobscured)

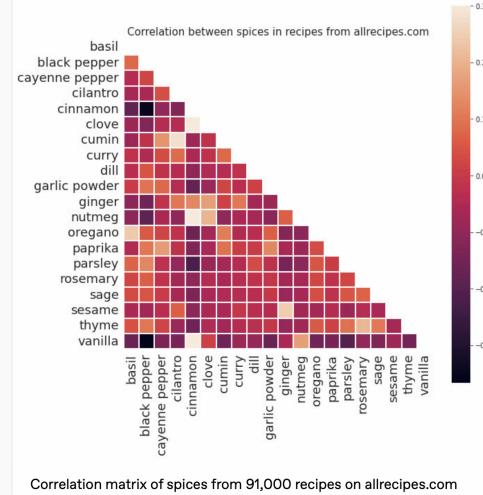
source:
The Economist,
via MassVis Dataset



B1-A (unobsured)

source:

William Edmisten



Correlation matrix of spices from 91,000 recipes on allrecipes.com

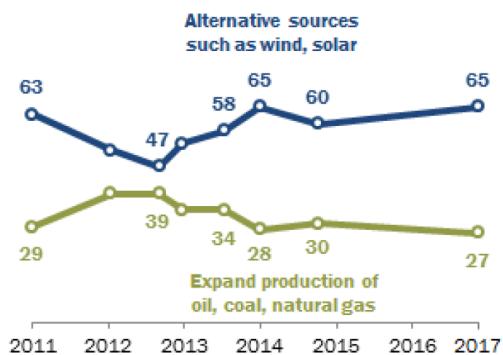
B1-B (unobsured)

source:

Pew Research Center,
via MassVis Dataset

Most in U.S. give priority to developing alternative energy over fossil fuels

% of U.S. adults who say ____ should be the more important priority for addressing America's energy supply



Note: Both/Don't know responses not shown.

Source: Survey conducted Jan. 4-9, 2017.

PEW RESEARCH CENTER

B1-D (unobsured)

source:

Wall Street Journal

Violent Indicators

NYC shootings have increased while homicides have gone down in 2012.

NUMBER OF SHOOTINGS TO DATE



NUMBER OF HOMICIDES TO DATE



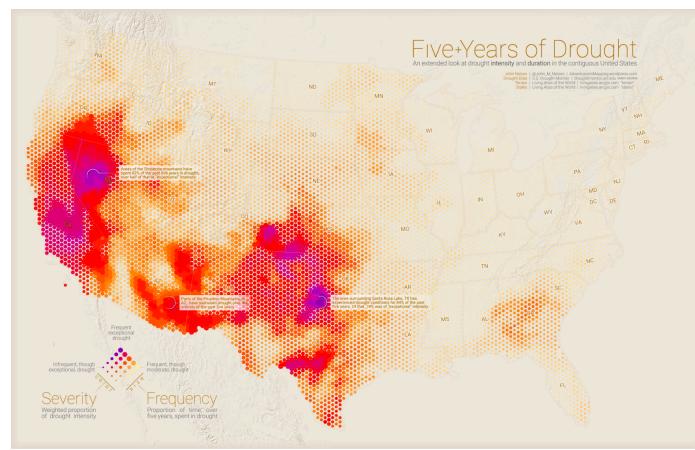
Source: NYPD

Note: Through July 7 each year
The Wall Street Journal

B2-C (unobscured)

source:

John Nelson, Adventures in Mapping



B3-C (unobscured)

source:

The Federalist

